



# Hamilton City Quality of Life Pulse Survey

Report #5: August 2021





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# Background & approach



## Background

This report presents the fifth wave of this study. Wave by wave comparisons are conducted and highlighted as appropriate.

The purpose of this study is to understand the views and sentiments of residents in Hamilton City and track key indicators so that public products and services can be improved over time by the Hamilton City Council.

Hamilton City Council has committed to improving the quality of life of its residents by including the following five key indicators in the 10 year plan:

- The proportion of residents agreeing that Hamilton is a great place to live
- The proportion of residents saying that Hamilton has got better in the last 12 months
- The proportion of residents agreeing that they feel a sense of pride in the way Hamilton looks and feels
- The proportion of residents agreeing that they feel a sense of community with others in their neighbourhood
- The proportion of residents agreeing that they have confidence the Council makes decisions that are in the best interest of the city.



## Approach

- The electoral roll was used as the survey sample framework. 3,000 invitation letters were sent out to a representative sample of those living in the Hamilton City area.
- Respondents were invited to complete the survey online (the survey link was provided in the invitation)
- Sample size: n=374 completed surveys
- Sample profile: Those aged 18 years and over who live in the Hamilton City area
- Average survey length: 14 minutes
- Incidence rate: 99%
- Weighting: Results were weighted by age, gender and ethnicity to be representative of those aged 18 years and over who live in the Hamilton City area
- Fieldwork period: Friday 6 – Friday 20 August 2021
- Significance testing: Statistically significant differences in this report are significant at the 95% confidence level.

# Notes to the change in methodology 2021 (from Wave 5)



## Change in sampling methodology

All previous waves of the Hamilton QoL Pulse survey were conducted online via NielsenIQ's research panel partner.

In July 2021, the survey methodology was revised to a new sampling method; whereby the NZ electoral roll of those living in the Hamilton City area formed the basis of the survey sample framework.

- This electoral roll was provided to NielsenIQ as the basis of the survey sample frame.
- A demographically representative sample of n=3,000 contact details was selected at random to ensure that those selected in the sample reflected the population
- Potential respondents were sent a postal invitation, encouraging them to take part in the survey via an online link that was provided in the invitation.



## Addition of the Quality of Life measures

Additional questions from the main Quality of Life 2020 survey were also introduced in this survey.

Questions that were introduced included:

- Quality of life
- Wellbeing of family/whānau
- Affordability of housing costs
- Physical activity
- HCC's effort put into addressing environmental and climate change issues.

As these are newly introduced questions in this wave, results presented in this report are not directly comparable for this current wave – as comparisons for these questions are made against results from the main 2020 Quality of Life survey.

Only differences with a 5 percentage point difference from the total/ previous wave/ QoL 2020 survey have been mentioned in this report.

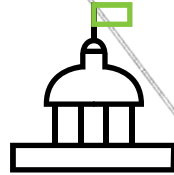


# Summary



Results in Wave 5 have significantly declined across three of the five key indicator:

- More people mentioned it became a worse place to live over the last 12 months
- Less people felt a sense of pride in the way Hamilton looks and feels
- Confidence in the Council's decision making has dropped



The key reasons for not having confidence in the Council's decision making have remained the same as the previous wave.

However – significantly, 21% of people have mentioned issues with road developments/strategies as a key reason for not having confidence.



The key reasons for not feeling proud of the way Hamilton looks and feels are somewhat similar to mentions in the previous wave.

- Area looks rundown
- Lack appeal or character
- Lack lustre CBD






There has not been any significant changes in percentage-mentions for these reasons this wave.




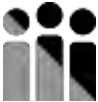



The key mentioned for Hamilton becoming a worse place to live over the last 12 months:

- Crime/crime rate has increased
  - More traffic/traffic congestion
  - Parking issues
  - Issues with road developments
- These have all increased since the last wave.

# Indicators summary

Indicators	Rating	Change since W4	Most prevalent themes for ratings given
 <p>Hamilton is a great place to live</p>	<p>78% Agree</p> <p>7% Disagree</p>	<p>--</p> <p>+1</p>	
 <p>Better, worse or the same as a place to live compared with 12 months ago</p>	<p>27% Better ▼</p> <p>39% Worse ▲</p>	<p>-8</p> <p>+22</p>	<p>Good/improved/new amenities</p> <p>Good roads/roads being upgraded</p> <p>Building developments/renovations - commercial and residential</p> <p>Crime/crime rate has increased</p> <p>More traffic/traffic congestion</p> <p>Homelessness/lack of suitable, affordable housing</p>
 <p>A sense of pride in the way Hamilton looks and feels</p>	<p>50% Agree ▼</p> <p>17% Disagree ▲</p>	<p>-9</p> <p>+8</p>	<p>It is a clean and tidy city</p> <p>Beautiful scenery/street plantings/looks good</p> <p>Many trees and parks</p> <p>Rundown, dirty, untidy area</p> <p>Lacks appeal, character</p> <p>Lack-lustre CBD/central shopping area</p>
 <p>A sense of community with others in the neighbourhood</p>	<p>47% Agree</p> <p>19% Disagree</p>	<p>--</p> <p>+1</p>	<p>I know and get on well with my neighbours</p> <p>Friendly, helpful people</p> <p>We all care what happens in our neighbourhood</p> <p>People keep to themselves/no interaction with neighbours</p> <p>More undesirable elements (incl. drug addicts, gang members)</p> <p>There are few community events/activities</p>
 <p>Confidence in the Council making decisions that are in the best interests of Hamilton</p>	<p>33% Agree ▼</p> <p>27% Disagree ▲</p>	<p>-11</p> <p>+14</p>	<p>Trust in them/their reputation to do what is best for the city</p> <p>They do a great job/I agree with their decisions</p> <p>The improvements being made in the city</p> <p>Ratepayers' money not being spent wisely</p> <p>Poor decision-making (incl. short term policies)</p> <p>Issues with roading developments/strategies</p>

# New metrics summary

Indicators		Rating
	Overall quality of life	87% Good 3% Poor
	Wellbeing of family/whānau	80% Well 7% Badly
	Affordability of housing costs	30% Agree 40% Disagree
	Frequency of doing physical activity	36% meeting guidelines 64% not meeting guidelines
	Amount of effort Hamilton City Council is putting into actions or initiatives to address environmental and climate change issues	32% the right amount 36% Not enough 7% Too much



# Hamilton City

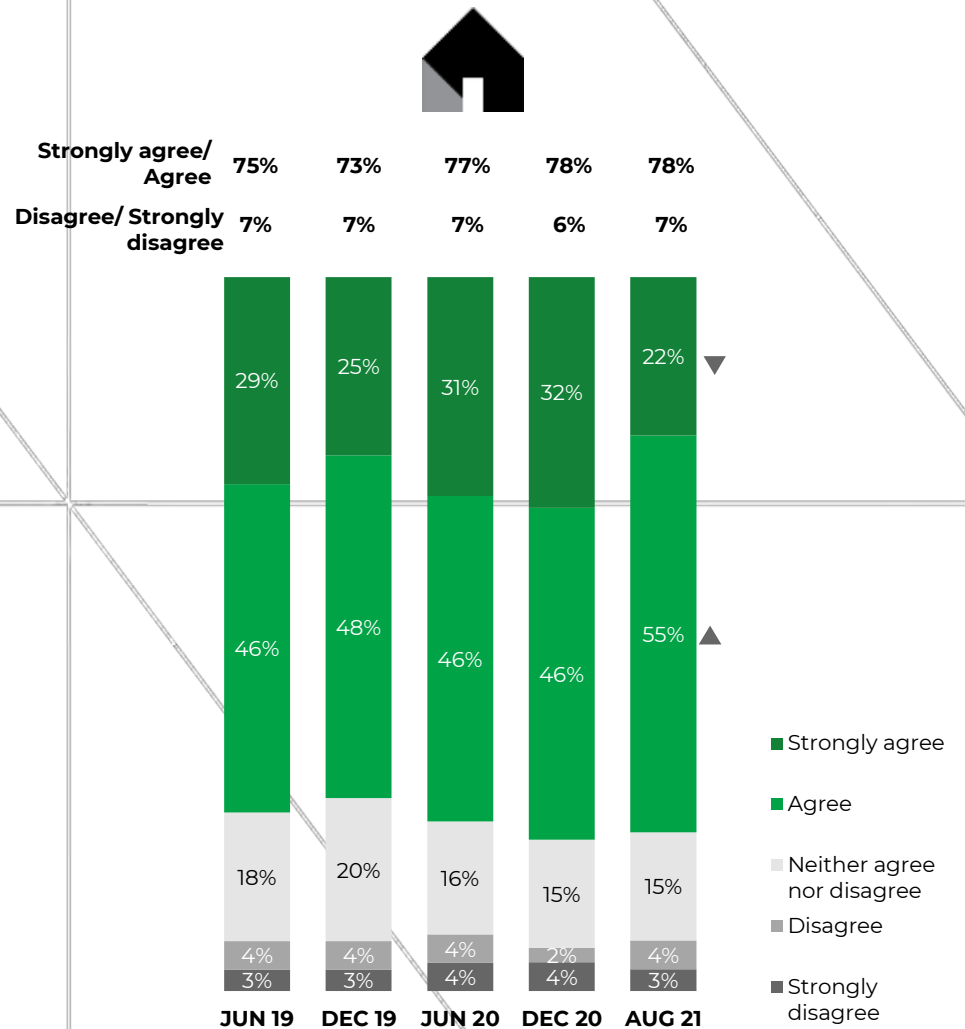
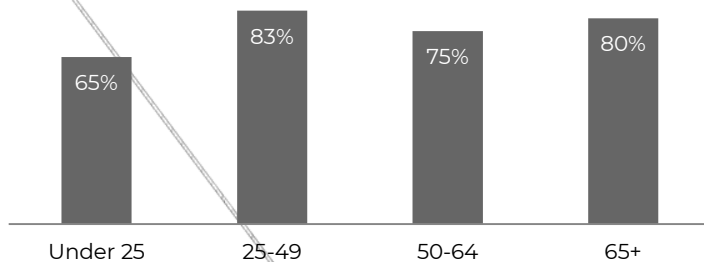


# Is Hamilton a great place to live?

Over three in four (78%) residents *agree* that Hamilton is a great place to live – this is stable when compared to December 2020. Seven percent *disagree* that Hamilton is a great place to live.

Those aged 25-49 (83%), those who claim to have enough money to meet their everyday needs (84%) and those with a very or extremely good quality of life (91%) are significantly more likely to *agree* that Hamilton is a great place to live (cf. 78% total).

Conversely, those aged under 25 (65%) are significantly less likely to *agree*, as are those of New Zealand European/Other ethnicity (75%) and those who claim to not have enough money to meet their everyday needs (53%).



▲ Significantly different to the previous wave

Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374)  
 Q6. How much do you agree or disagree with the following statement? "Hamilton is a great place to live"?

# Are things getting better or worse?

For the first time this quarter, a greater proportion have felt that Hamilton has gotten worse as a place to live. Just over a quarter (27%) feel Hamilton has become a better place to live compared to a year ago, this is down significantly from December 2020. More than a third (39%) feel as though it has gotten worse, a significant increase from the previous wave.

Those who claim to have enough money to meet their everyday needs (34%) and those with an extremely or very good quality of life (43%) are significantly more likely to say Hamilton has got better as a place to live in the last 12 months (cf. 27% total).

Conversely, those who claim to not have enough money to meet their everyday needs (71%) and those with an extremely or very poor quality of life (base size n=4) (100%) are more likely to say it has gotten worse (cf. 39% total).

*“Traffic is getting worse. I feel theft is on the rise. More homelessness. Effort put into bringing consumers back into city centre is countered by blocking parking spaces.”*

*“The population has grown and I feel the city has been unable to cope with the growth. This has had an effect on traffic, quality housing and other services..”*

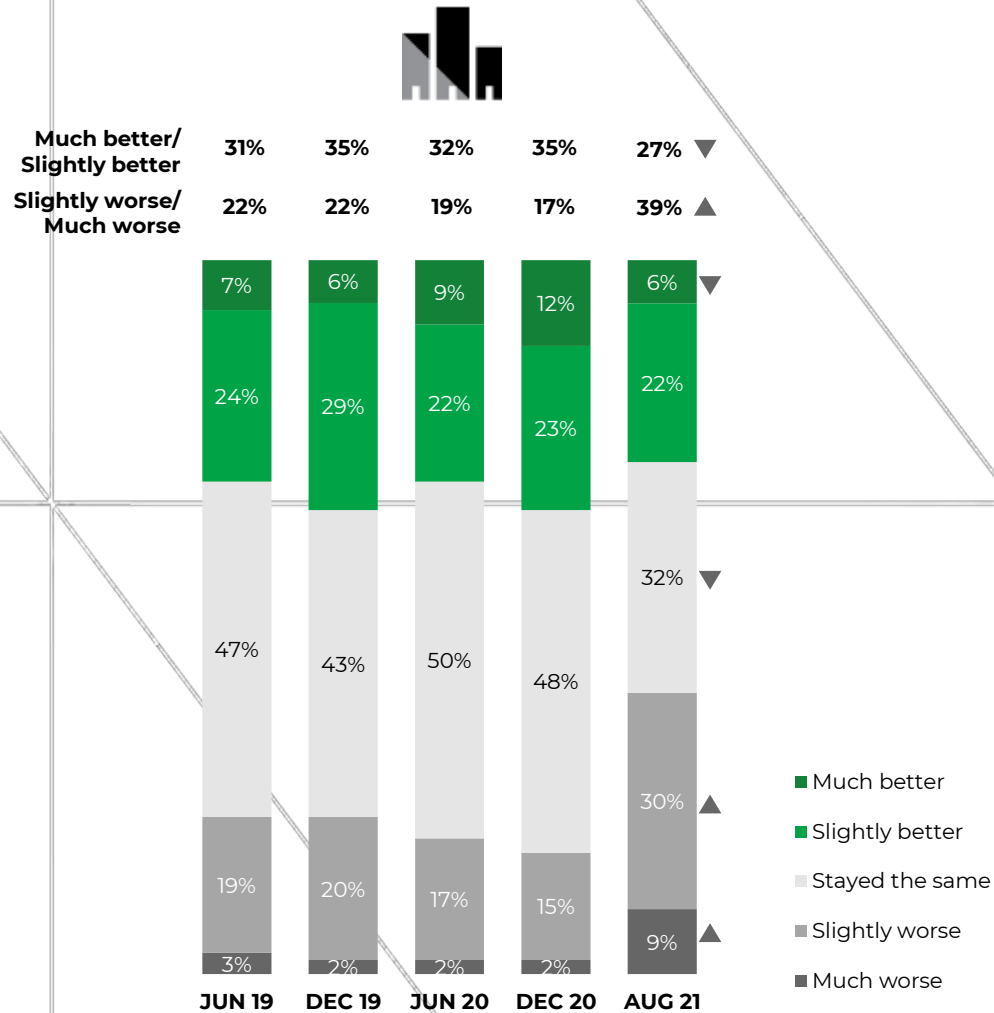
*“House prices are increasing far too much for the area”*

*“City planning and infrastructure is short-sighted and not innovative. We are not going to be a city of the future. Learn from other cities mistakes and don't repeat them here..”*

*“More crime, burglaries and break ins.”*

*“Positive developments in the town centre by developers is improving the feel of the city and Hamilton East.”*

*“Developing, new places opened for shopping and dining, better traffic improvement.”*



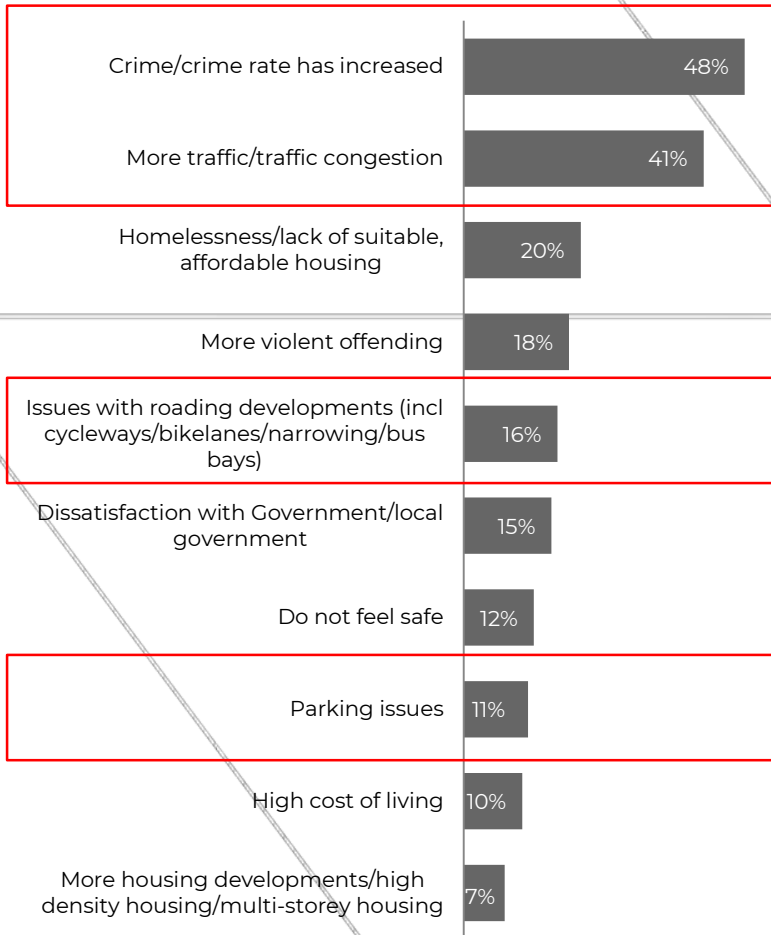
Base: Those who have lived in Hamilton for one or more years; W1 (n=348), W2 (n=343), W3 (n=338), W4 (n=354), W5 (n=374) Q7. And in the last 12 months, do you feel Hamilton has got better, worse or stayed the same as a place to live?

▲ Significantly different to the previous wave

# Why are things getting better or worse?

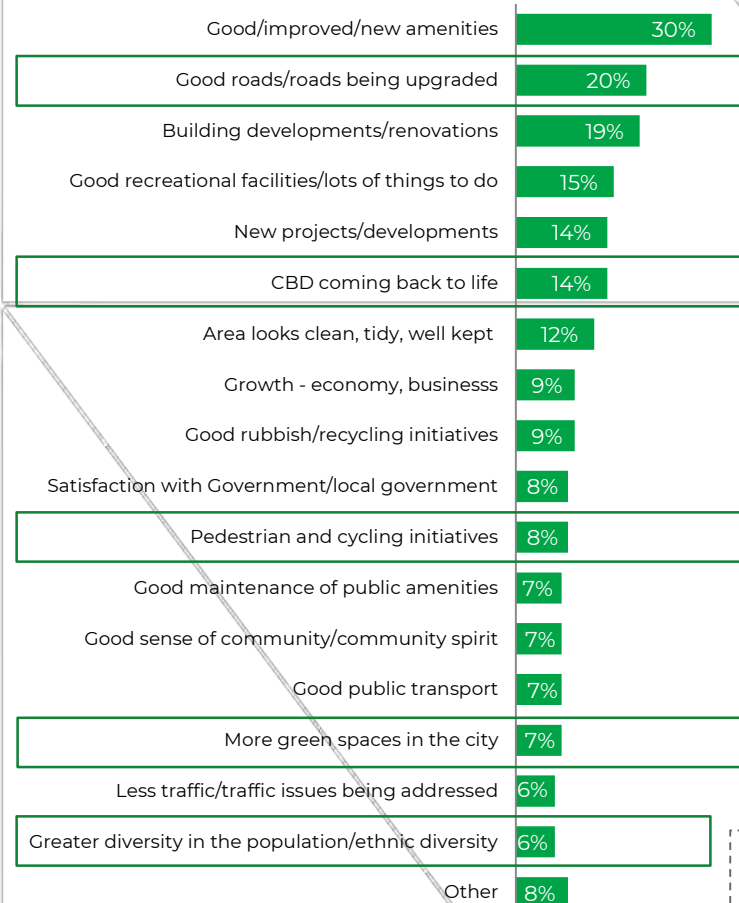
## Reasons for Hamilton becoming worse among n=148 who gave this rating

The top reason for Hamilton becoming a worse place to live compared to a year ago is around crime and increasing crime rates (48%), up significantly from December 2020 (25%). More traffic congestions (41%) is also a major contributor.



## Reasons for Hamilton becoming better among n=98 who gave this rating

Good/improved/new amenities (30%) remains the top reason for residents saying that Hamilton has become a better place to live in the last 12 months. This quarter, significantly more Hamilton residents mentioned good roads or upgrades to roads as the reason for Hamilton becoming a better place to live (20% cf. 7% Dec 2020).



Note: Charts only show reasons above 5% mentions

Base: Those who say Hamilton has got worse as a place to live (n=148)  
 Q8. And for what reasons do you say Hamilton has got worse as a place to live?  
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Base: Those who say Hamilton has got better as a place to live (n=98)  
 Q8. And for what reasons do you say Hamilton has got better as a place to live?

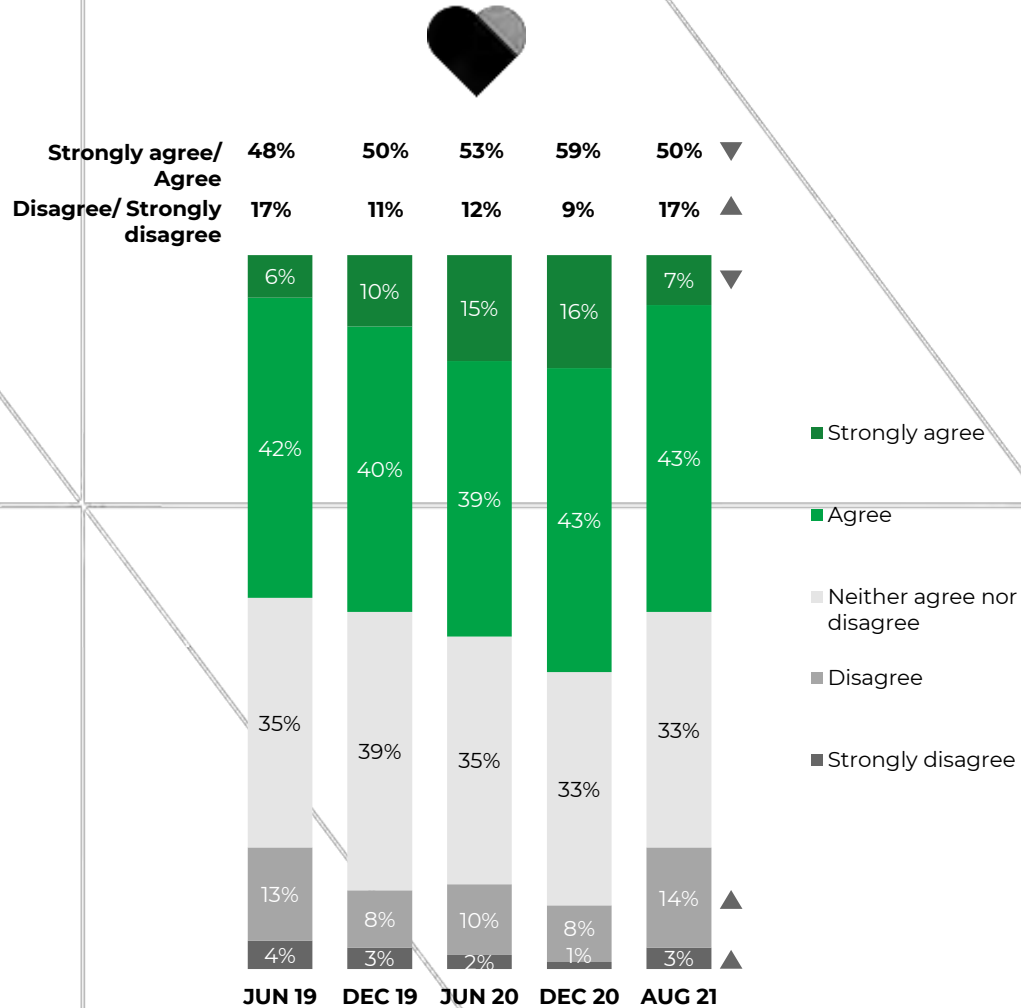
Legend:     Significantly higher than wave 4

# Do people have pride in Hamilton?

Residents' feeling of pride in Hamilton has decreased significantly, with 50% agreeing that they feel a sense of pride in the way Hamilton looks and feels (cf. 59% in December 2020).

Those of Pacific ethnicity (77%), females (56%), those who claim to have enough or more than enough money to meet their everyday needs (55%) and those with an extremely or very good quality of life (69%) are more likely to *agree* that they feel a sense of pride in Hamilton (cf. 50% total)

While those aged under 25 (33%), those who claim to not have enough money to meet their everyday needs (40%) and those with an extremely or very poor quality of life (*base size n=4*) (100%) are more likely to *disagree* that they feel a sense of pride in Hamilton (cf. 17% total).



*"It's quite clean looking with parks and the Hamilton gardens.."*

*"The areas we frequent are generally tidy, clean from graffiti and well designed. We do not go into the central city or west side of Hamilton very often but when we do we notice a difference in the feel/mood of the areas due to the increase in rubbish, graffiti and intimidating people around."*

*"Hamilton is a great place and how it looks and feels is very important to me as a resident."*

*"It's growing. There's planning. New projects and buildings are nice and of good quality. There is a sense of community."*

*"There's a lot of vacant and empty space in the CBD, suburbs are dirty and uncared for and many trials the council has done to "improve" things are nothing more than slowing down traffic and painting concrete in bright colours"*

*"I feel the CBD could be revitalised to make it look more appealing. New, unique businesses need to be encouraged. New shopping areas, e.g. Greenhill and new Borman Rd shopping centres look cheap and unappealing!"*

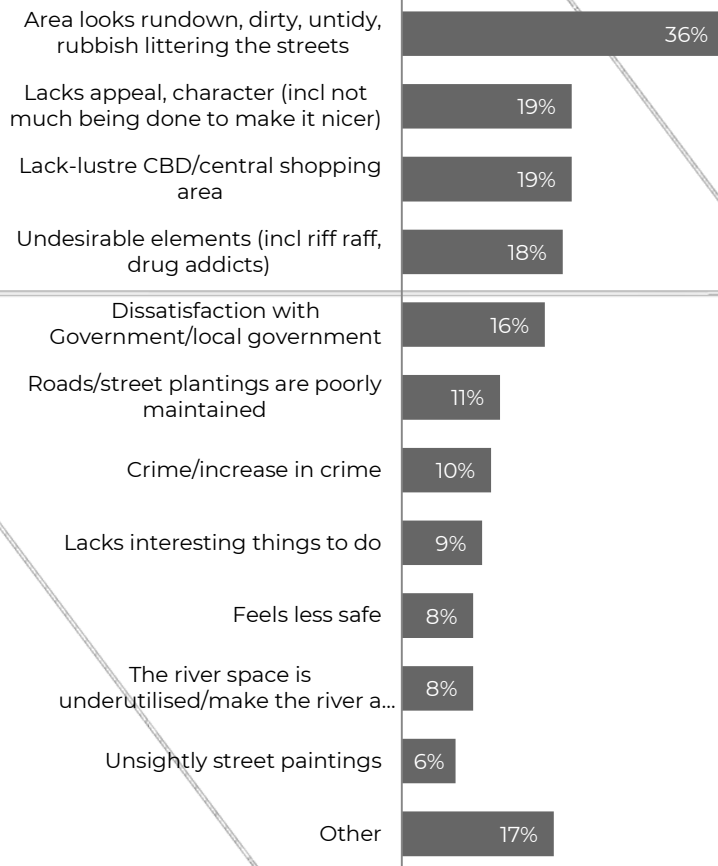
▲ Significantly different to the previous wave  
▼ Significantly different to the previous wave

Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374)  
Q9. How much do you agree or disagree with the following statement? "I feel a sense of pride in the way Hamilton looks and feels".

# Reasons for having pride/ not having pride

## Reasons for not having pride among n=62 who gave this rating

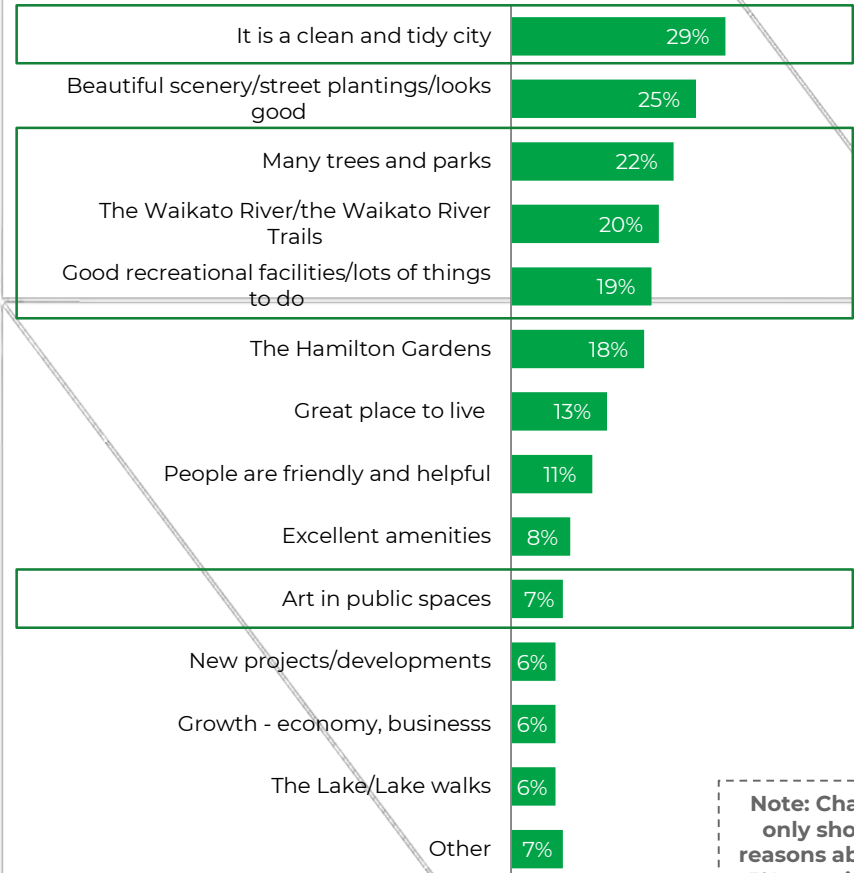
The main reason for not having pride in Hamilton remains the same as last wave – run down/untidy areas (36%). Around one in five mention that the city lacks appeal and has a lack-lustre CBD/central shopping area



Base: Those who disagree that they have pride in the way Hamilton looks and feels (n=62) Q10. And for what reasons do you disagree that you have pride in the way Hamilton looks and feels?

## Reasons for having pride among n=171 who gave this rating

Cleanliness (29%) is the leading reason for residents saying they have pride in the way Hamilton looks and feels, up significantly from December 2020 (19%).



Base: Those who agree that they have pride in the way Hamilton looks and feels (n=171) Q10. And for what reasons do you agree that you have pride in the way Hamilton looks and feels?

Note: Charts only show reasons above 5% mentions

# Do people feel a sense of community?

Residents who say they feel a sense of community with others in their neighbourhood is stable, with 47% agreement. The proportion of those who *disagree* has increased slightly this wave (19%).

This wave, those more likely than the total to *agree* they feel a sense of community are those who have an extremely good or very good quality of life (56% cf. 47% total). Whereas those aged under 25 years (27%), those who claim not to have enough money to meet their everyday needs (30%) and those living in town houses/ terraced houses/ apartment blocks (35%) are significantly less likely to *agree*.

Those more likely than the total to *disagree* are private renters (29%) and those with a poor quality of life (54%).

*"I live in a slightly 'dodgy' neighbourhood so I just stick to myself for the most part."*

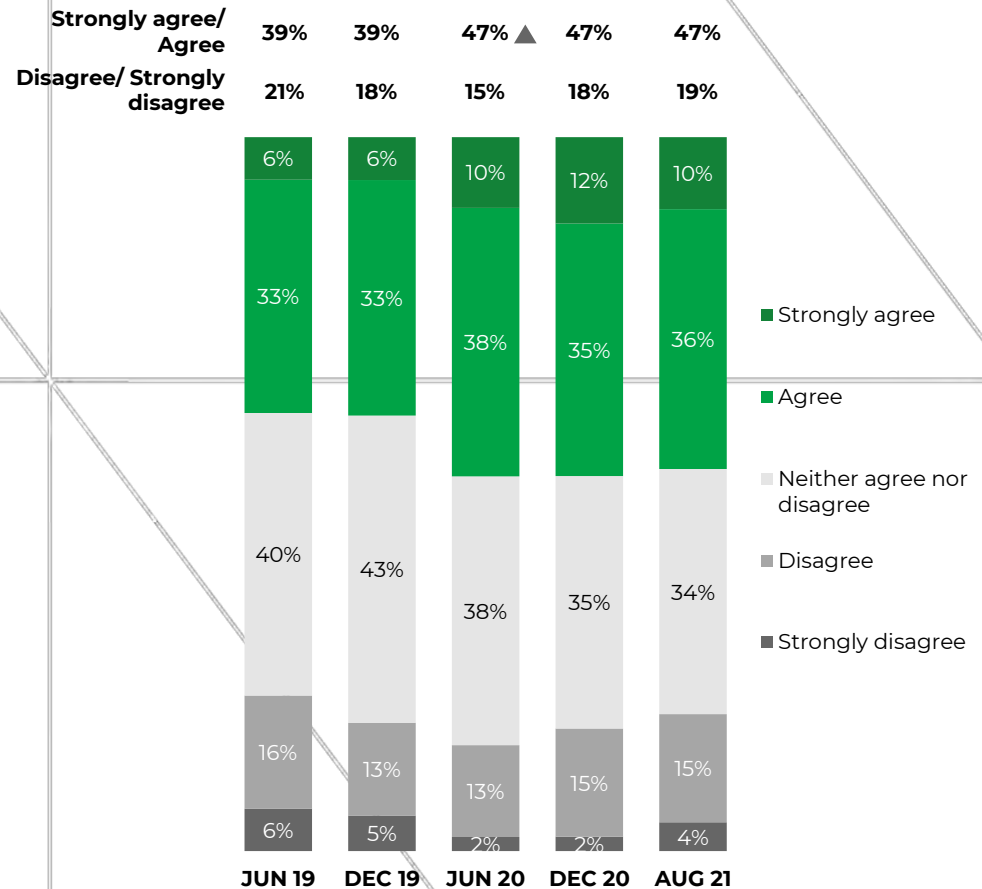
*"Not much activity within the neighbourhood for people in my age group (20s to 30s)."*

*"We have community club, running a few events every year. Neighbours are good too."*

*"I've known my neighbours for over a decade and having a school community nearby makes a nice neighbourhood."*

*"My neighbourhood welcomed me from the first day, I've built some relations with them, never been introduced or welcomed in other places before moving to Hamilton."*

*"This feeling is more as a result of getting to know my neighbour's better during the COVID lockdown."*



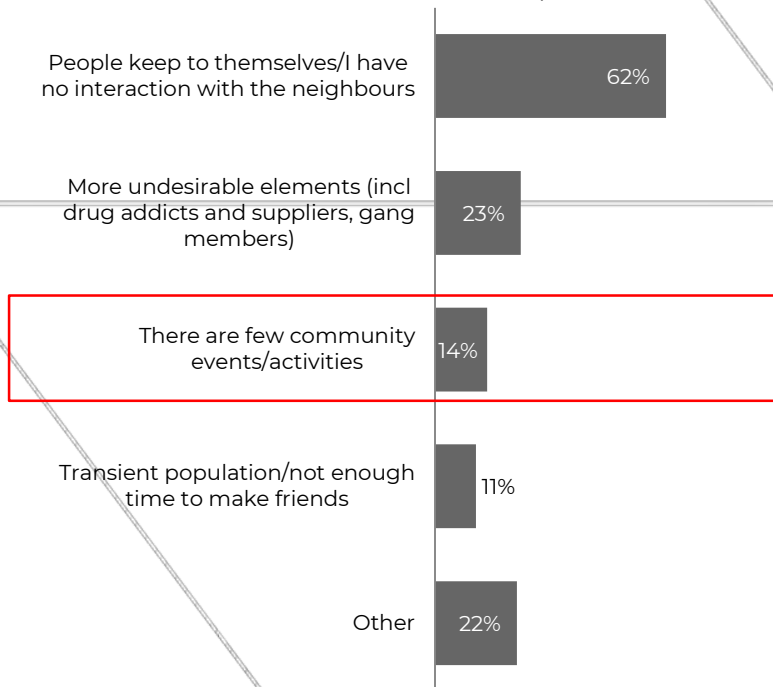
▲ Significantly different to the previous wave

Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374)  
 Q11. How much do you agree or disagree with the following statement? "I feel a sense of community with others in my neighbourhood".

# Reasons for feeling/not feeling a sense of community

## Reasons for not feeling a sense of community among n=65 who gave this rating

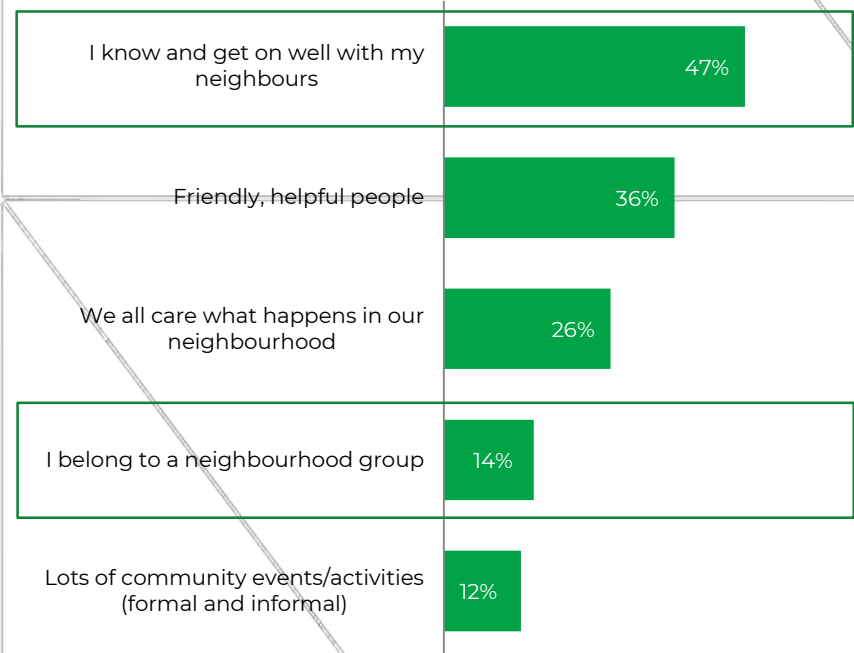
Nearly two-thirds (62%) of those who don't feel a sense of community with others in their neighbourhood say that people keeps to themselves/they have no interaction with their neighbours. The only significant change occurred between 'there are few community events/activities, which had 0 mentions in the previous wave.



Base: Those who disagree that they feel a sense of community with others in their neighbourhood (n=65)  
Q12. And for what reasons do you not feel a sense of community with others in your neighbourhood?

## Reasons for feeling a sense of community among n=165 who gave this rating

Getting on well with neighbours (47%) and friendly, helpful people (36%) and are the main reasons for feeling a sense of community with others in the neighbourhood. Significantly more mentioned getting on well with their neighbours this quarter (cf. 35% Dec 2020).



Base: Those who agree that they feel a sense of community with others in their neighbourhood (n=165)  
Q12. And for what reasons do you feel a sense of community with others in your neighbourhood?

**Note: Charts only show reasons above 5% mentions**

# Confidence in council decision-making

The proportion of residents who *agree* that they have confidence in the Council's decision making has decreased significantly this wave (33% cf. 44% in December 2020). The levels of confidence seem to change back to levels seen before 2020.

Those of Pacific ethnicity (64%) and those with an extremely or very good quality of life (43%) are more likely to *agree* that they have confidence in council decision making (cf. 33% total).

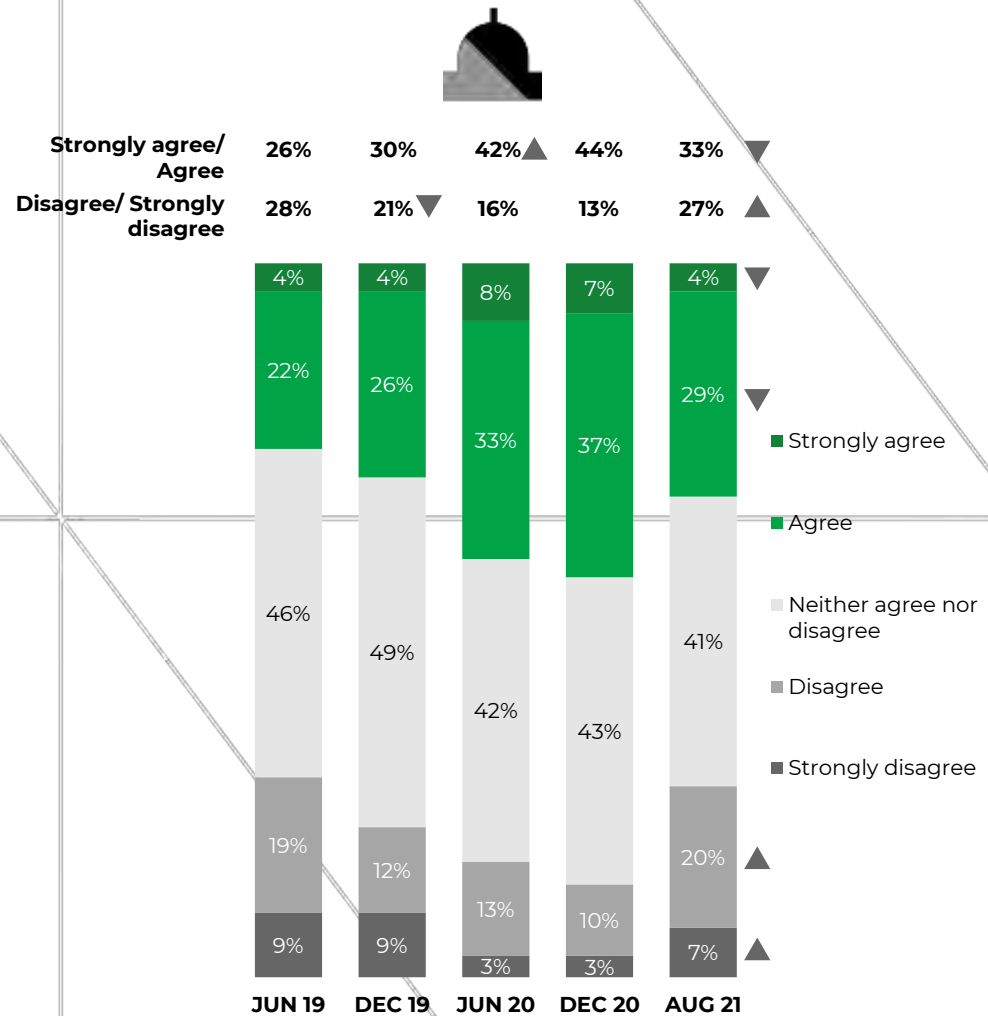
Conversely, those more likely than the total (27%) to *disagree* are males (35%), those in one person households (41%), those who claim not to have enough money to meet their everyday needs (45%) and those with a poor quality of life (71%).

*"Very short term oriented in my view. Pandering to the loudest complainers. Stop wasting time and money. We need a lot more qualified people involved in the decision making process."*

*"Poor reading decisions with Rostrevor and Ward Streets which were an utter waste of time and money and have caused endless frustrations. The council don't seem to be trying to drive business, shopping and people back into the town centre and seem to be pursuing an agenda to get people out of cars which will negatively impact our town."*

*"They seem to be all pushing their own agenda rather than listening or canvassing the people."*

*"It seems like the Council is fixing problems all the time and not looking to the future and making plans for the future. Short sighted and that is a general problem in NZ, not just in Hamilton."*



▲ Significantly different to the previous wave  
▼

Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374)  
Q13. How much do you agree or disagree with the following statement? "Overall, I have confidence that the Council makes decisions that are in the best interests of my city".



# Reasons for having confidence/not having confidence in council decision-making

## Reasons for not having confidence in Council decision-making among n=98 who gave this rating

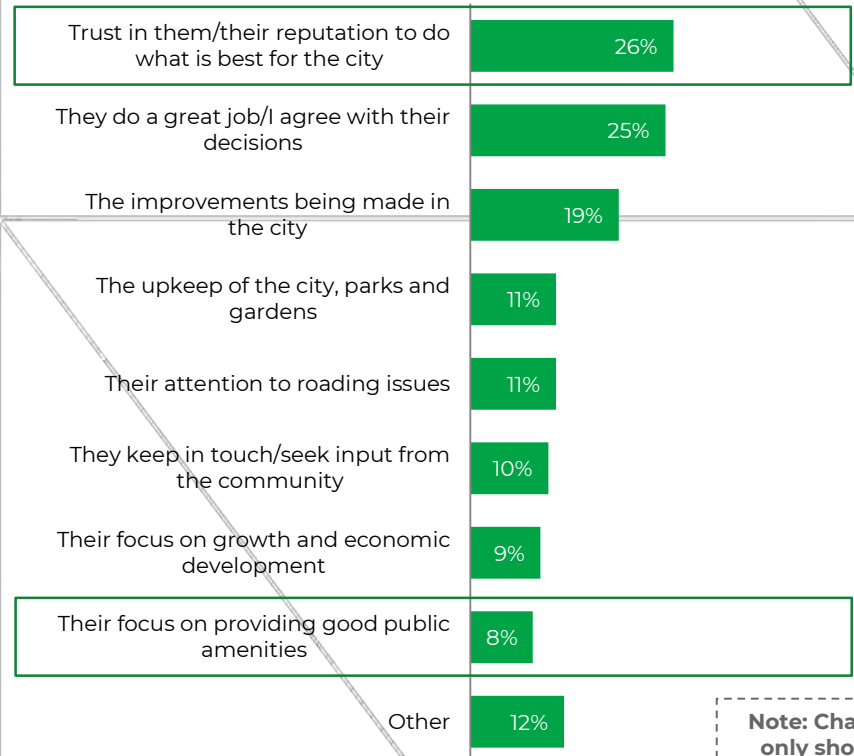
In line with the previous wave, residents who have less confidence in the Council believe ratepayers' money is not being spent wisely (38%) and that they make poor decisions (36%).



Base: Those who disagree that the Council makes decisions that are in the best interests of their city (n=98)  
Q14. And for what reasons do you not have confidence that the Council makes decisions that are in the best interests of your city?

## Reasons for having confidence in Council decision-making among n=104 who gave this rating

Those who have more confidence in the Council say they have trust in them and their reputation to do what's best, up significantly this quarter (26% cf. 10% December 2020). A quarter feel the council are doing a great job (25%).



Base: Those who agree that the Council makes decisions that are in the best interests of their city (n=104)  
Q14. And for what reasons do you have confidence that the Council makes decisions that are in the best interests of your city?

Note: Charts only show reasons above 5% mentions



# Quality of life and safety

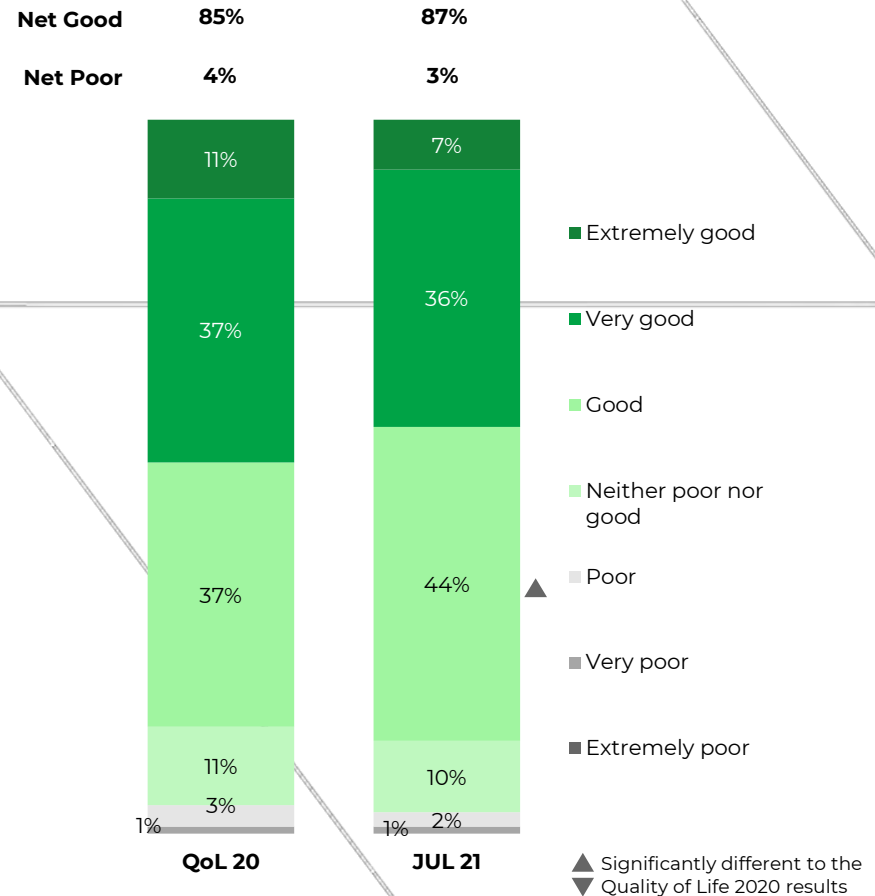
# Overall Quality of Life

A large proportion of residents have a *good* quality of life (87%). Only 3% consider their quality of life being *poor*.

Residents' rating of their quality of life is in line with what has been measured in the Quality of Life survey of 2020. There have been no significant differences between current wave and the results from the Quality of Life survey 2020, except for rating of *neither poor nor good*. This increase doesn't seem to be coming from either *poor* or *good* specifically. Therefore these results aren't conclusive of whether the quality of life has gotten worse or better over the last year or so.

Hamilton residents of older age (65+) are more likely to rate their overall quality of life *good*, *very good* or *extremely good* (97% cf. 87% overall). Also, those who consider themselves to having enough money to meet their everyday needs are more likely than average to rate their quality of life at least *good* (92%).

Younger residents on the other hand, aged under 25 years, are less likely to rate their quality of life at least *good* (69%). Those who have *just enough money* to meet every day needs (82%) and especially those who *don't have enough money* (46%) are significantly less likely to rate their quality of life positively.



Base: All Respondents; QoL Hamilton (n=499), W5 (n=374) Q70. Would you say that your overall quality of life is...

Note: comparisons with the Quality of Life results are indicative only

# Wellbeing of family/whānau

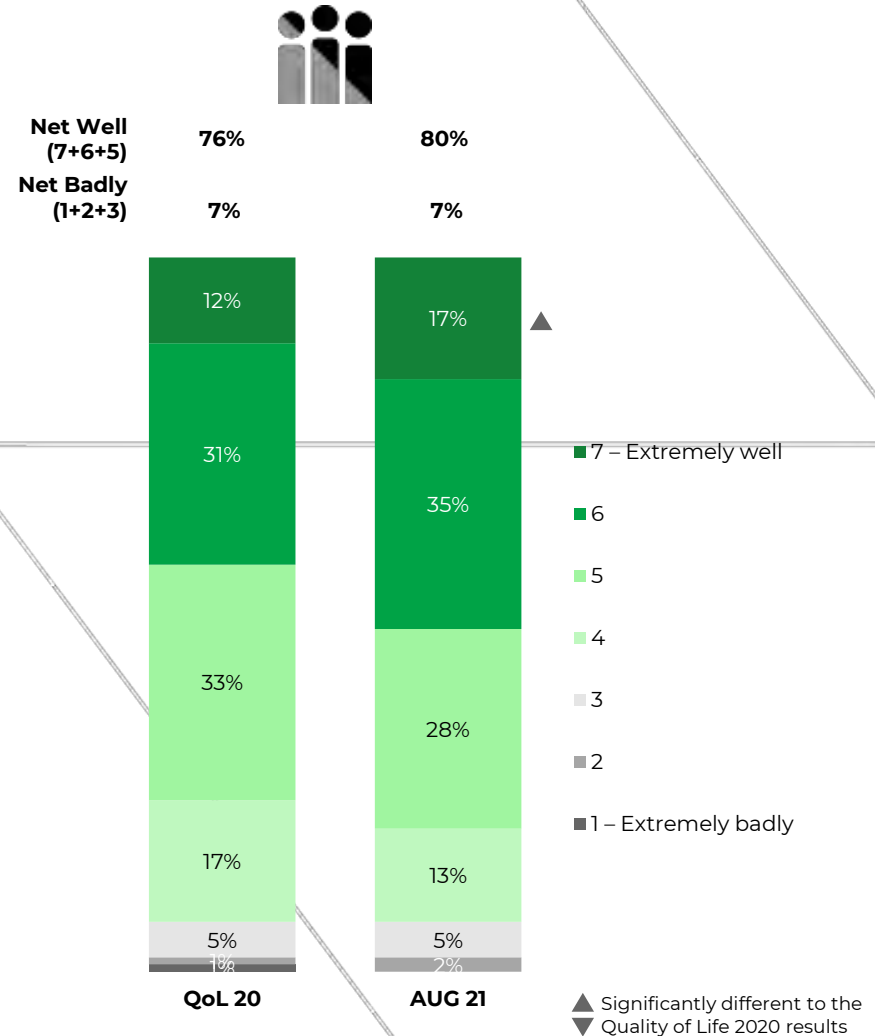
There has been an increase in people who consider the wellbeing of their family/whānau to be *extremely well*.

Looking at different demographic subgroups, there are some significant differences.

Those whose family's wellbeing are more likely to be *well* are those aged 25-49 years (84% cf. 80%) and those of Asian or Indian ethnicity (89%). Also those with *more than enough* money are more likely to consider their family being *well* (96%).

Those whose family's wellbeing are less likely to be *well* are those of Maori ethnicity (69% cf. 80% overall) and those under 25 years old (67%). Also those who *don't have enough* money are less likely to feel their family is doing *well* (45%).

Rating for Overall Quality of Life and Wellbeing of family/whānau seem to be related. Those who give a more positive rating of their quality of life are also more positive about the wellbeing of their family.



Base: All Respondents excluding "Don't have any family", "Can't define my family", and "Don't know/prefer not to say"; QoL Hamilton (n=472), W5 (n=356) Q83. How well is your family/whānau doing these days? Please use the scale below where 1 means extremely badly and 7 means extremely well.

Note: comparisons with the Quality of Life results are indicative only

# Income meeting everyday needs

Over half of the residents (53%) *have enough or more than enough money*.

In the Quality of Life 2020 measure, the proportion of Hamilton residents saying they *have enough or more than enough money* was almost 10 percentage points lower (44%) than the current wave. In addition, there was a decrease in percentage who say they *do not have enough money* when comparing this wave (10%) and the quality of life measure in 2020 (16%). On the contrary, there is a dropping percentage of people considering housing costs affordable. Housing costs are part of 'every day needs'.

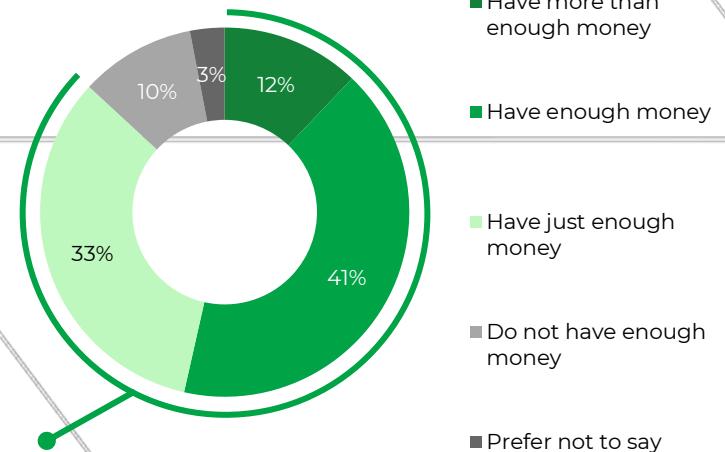
Females (91%) are more likely than average (86%) to say they have *just enough, enough or more than enough money*, while males (82%) are less likely to say so.

Even though differences are bit significant due to smaller base sizes, younger residents of Hamilton are less likely to consider they have enough money than older residents.

The more positive residents are about their quality of life, the more likely they have enough money to meet their needs.



## Ability of income to meet everyday needs



**Net: Enough money  
86%**

Base: All Respondents; W5 (n=374)

Q23. Which of the following best describes how well your total income (from all sources) meets your everyday needs for things such as accommodation, food, clothing and other necessities?

Note: comparisons with the Quality of Life results are indicative only

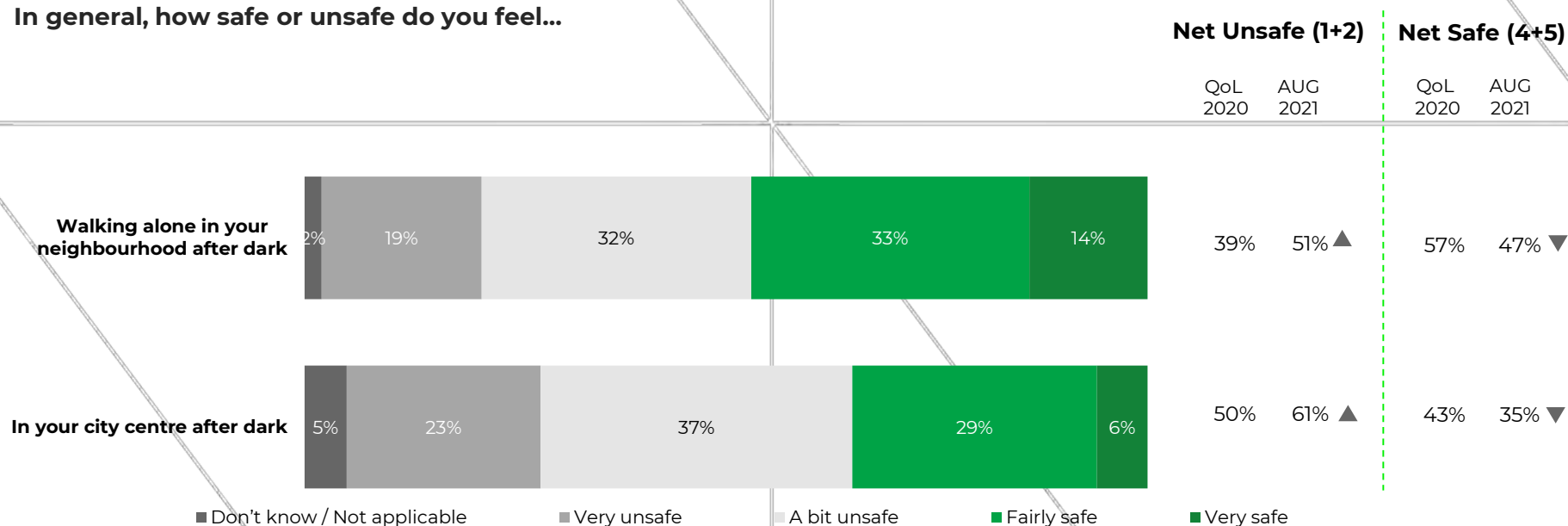
# How safe do you feel...

Over half feel unsafe in their neighbourhood and even more so in the city centre after dark. This is substantiated by the increasing mentions of crime and increasing crime rate as a reason for the city becoming a worse place to live (48% this wave compared with 25% in December 2020). Comparing the results from the two statements show that residents are more likely to feel unsafe in the city centre than in their neighbourhood.

Comparing results from the current wave to the quality of life 2020 measure show an increase of people feeling unsafe both walking alone in their neighbourhood after dark (39% cf. 51% QoL 2020), and in their city centre after dark (50% cf. 61% QoL 2020).

Females are more likely to feel unsafe in their neighbourhood after dark (60% cf. 40% males). The higher the age, the less likely they are to feel unsafe after dark. Of those 65+ years, 34% feels unsafe (cf. 51% overall). A similar pattern is seen for feeling unsafe in their city centre after dark. Of females, 67% feels unsafe compared with 54% of males. Those aged 65+ years are less likely to feel unsafe in their city centre (47% cf. 61% overall).

## In general, how safe or unsafe do you feel...



Base: All Respondents; W5 (n=374) QoL Hamilton (n=499)  
 Q9r3. In general how safe or unsafe do you feel walking alone in your neighbourhood after dark?  
 Q9r5. In general how safe or unsafe do you feel in your city centre after dark?  
 Note: comparisons with the Quality of Life results are indicative only

▲ Significantly different to the Quality of Life 2020 results  
 ▼ Significantly different to the Quality of Life 2020 results

# Experienced prejudice/intolerance in the past 3 months

All aspects in which people can experience prejudice or intolerance have remained relatively stable, except for the increase in *ethnicity*. This has increased from 16% in the Quality of Life measure of 2020 to almost a quarter (23%) in the current wave.

Experiences of discrimination in general were most likely among those who indicated they *do not have enough money* (60%). When comparing all ethnicities, Asian people were most likely to experience discrimination (49% cf. 34% overall), while Europeans (30%) were least likely to experience so.

Looking at specific aspects in which people can experience discrimination, the following subgroup differences appear.

**Ethnicity:** Asian people were most likely to experience discrimination based on their ethnicity (45% cf. 23%), while Europeans were least likely to experience so (13%).

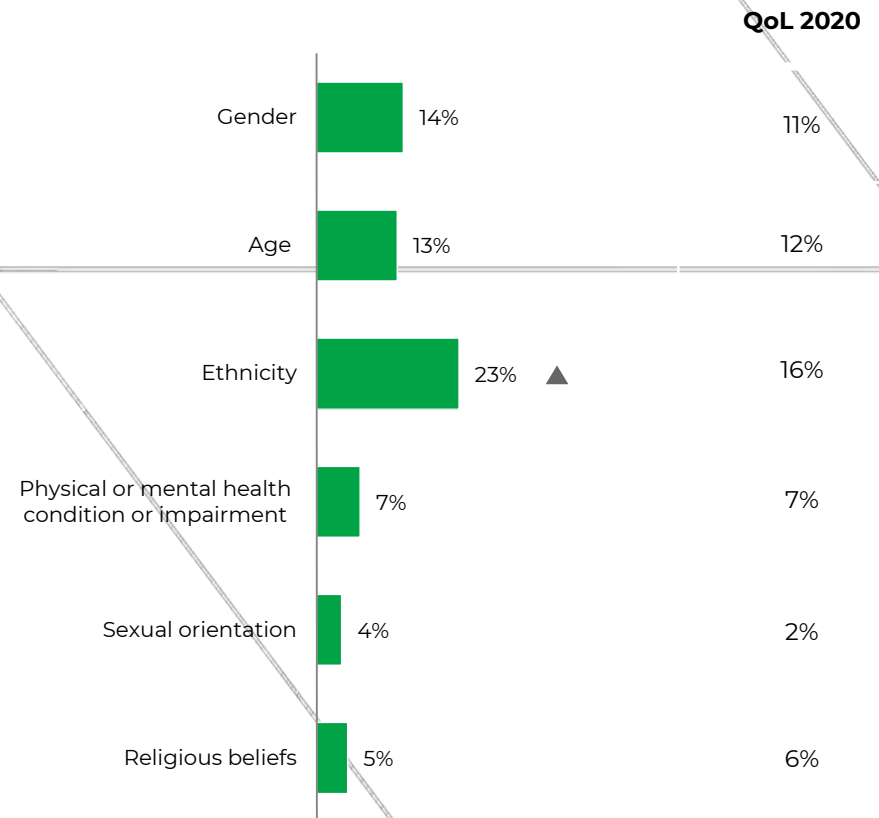
**Physical or mental health conditions:** People in the age group of 50-64 years were more likely than average to experience discrimination based on physical or mental health conditions (12% cf. 7% overall).

**Sexual orientation:** Younger people, aged under 25 were more likely to experience discrimination based on sexual orientation (13% cf. 4% overall).

**Religious beliefs:** These younger people, aged under 25, were also more likely to experience discrimination based on religious beliefs (14% cf. 5%).



## % experienced prejudice/intolerance related to...



▲ Significantly different to the Quality of Life 2020 results

Base: All Respondents; QoL Hamilton (n=495-498, W5 (n=374) Q90a. In the last three months, have you personally experienced prejudice or intolerance, or been treated unfairly or excluded because of your...  
Note: comparisons with the Quality of Life results are indicative only

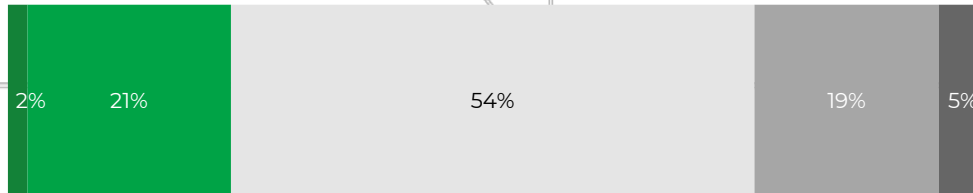
# How do you feel...

The subgroups who are more likely to feel stress are of a similar demographic background as those feeling lonely or isolated. Younger people and those considering themselves not having enough money are more likely to feel lonely or stressed. While those aged 50+ and those having at least enough money are less likely to feel stressed or lonely.

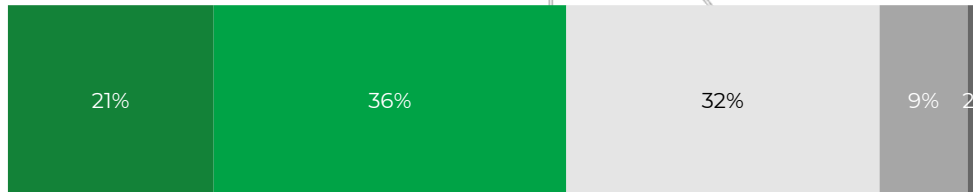
Those aged under 25 are more likely to *often* feel lonely or isolated (31% cf. 11%) and stress (49% cf. 24%). The same accounts for those who do not have enough money where 33% feels isolated (cf. 11% overall) and 49% feels stress (cf. 24% overall). On the other hand, those aged 50-64 (5%) and 65+ (3%) are less likely to *often* feel lonely and less likely to feel stress (14% of those aged 50-64 and 5% of those aged 65+ cf. 24% overall).

## In the past 12 months, how often have you...

**Experienced stress that has had a negative effect on you**



**Felt lonely or isolated**



■ Never   ■ Rarely   ■ Sometimes   ■ Most of the time   ■ Always

**Net Rarely (1+2)   Net Often (4+5)**

	QoL 2020	AUG 2021		QoL 2020	AUG 2021
Experienced stress that has had a negative effect on you	25%	23%		28%	24%
Felt lonely or isolated	47%	57% ▲		12%	11%

▲ Significantly different to the Quality of Life 2020 results

Base: All Respondents; QoL Hamilton (n=500), W5 (n=374)

Q33. Which statement below best applies to how often, if ever, over the past 12 months you have experienced stress that has had a negative effect on you?

Q29. Over the past 12 months how often, if ever, have you felt lonely or isolated?

Note: comparisons with the Quality of Life results are indicative only

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# Household

# Affordability of housing costs

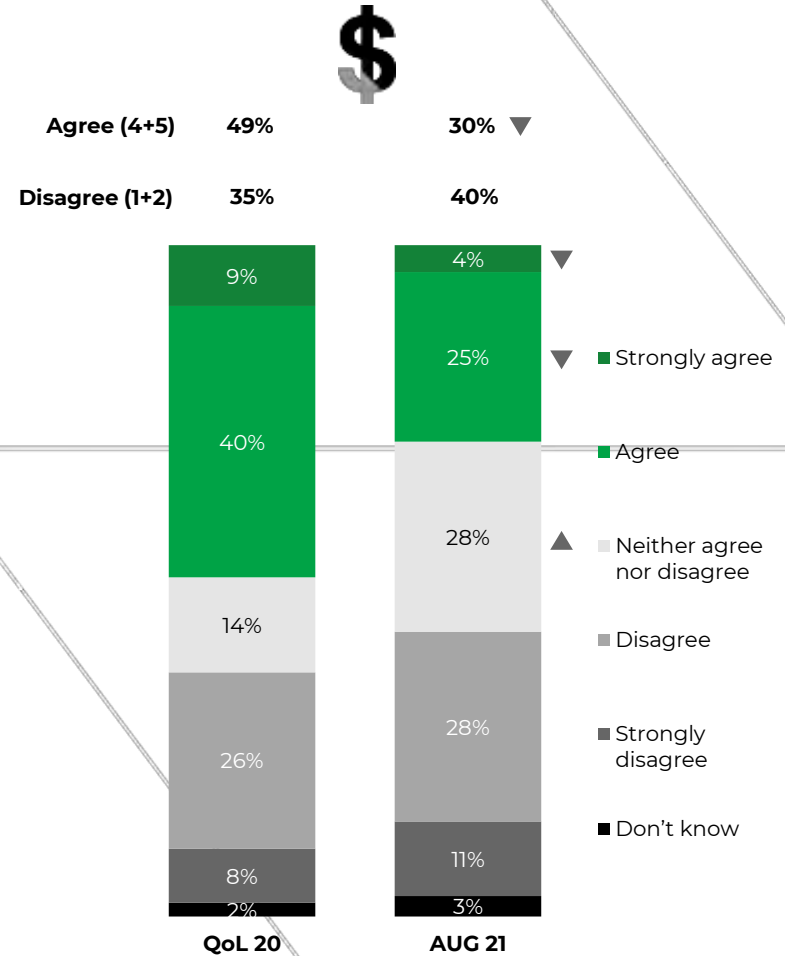
Just under a third (30%) of residents *agree* their housing costs are affordable, while a larger proportion *disagree* this is the case (40%).

Residents' rating of affordability of housing has become less positive since the last measure in the Quality of Life survey. The group who *disagree* or *strongly disagree* have remained relatively stable, while those who *agree* and *strongly disagree* have dropped significantly. These more positives have dropped to the group who *neither agree nor disagree*, which has increased by 14 percentage points.

Those who have a good overall quality of life, are more likely to *agree* their housing costs are affordable (45% cf. 30%).

As expected, those who don't have enough money to meet daily needs are less likely to *agree* that housing costs are affordable, while those who have (more than) enough money are more likely to *agree*.

The younger the people are, the less likely they are to *agree* housings costs are affordable. The percentage who *agree* is lowest for those aged under 25 (17% agrees), and highest for those aged 65+ (38% agrees).



▲ Significantly different to the Quality of Life 2020 results  
▼

Base: All Respondents; QoL Hamilton (n=498), W5 (n=374)  
Q8. This question is about the home you currently live in. How much do you agree or disagree that your housing costs are affordable (by housing costs we mean things like rent or mortgage, rates, house insurance and house maintenance)?  
Note: comparisons with the Quality of Life results are indicative only



# Physical activity and transportation

# Frequency of doing physical activity

According to the physical activity guidelines, an adult should be physically active for 30 minutes or more on at least 5 days in any given week.

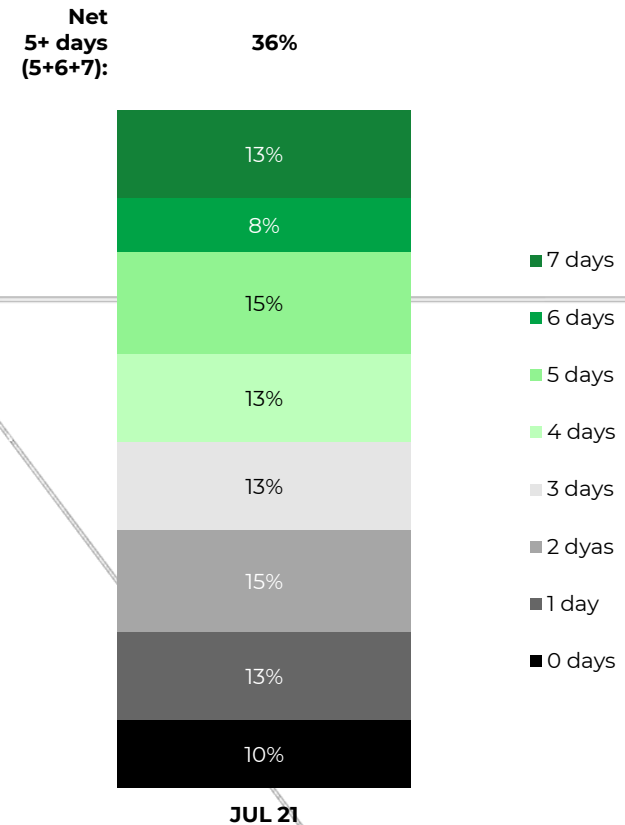
Just over a third (36%) are physically active for 30 minutes or more on at least 5 days of the past week.

Those aged 50-64 years (47%) and 65+ years (50%) are significantly more likely to have been active on at least 5 days of the past week (cf. 36% overall).

Those aged 25-49 years (26%) are significantly less likely to have been active on at least 5 days of the past week. This could be related to the fact that adults within these age barriers are most likely to have children. Parents with children tend to have less time to be physically active. This is substantiated by the result of those living in a bigger household (4 or more people) being less likely to meet the physical activity guidelines (26% cf. 36% overall).

The results from the Quality of Life survey (2020) for physical activity were similar to this measure, 32% had been physically active for 30 minutes or more on at least 5 days.

## Frequency of doing physical activity



Base: All Respondents; W5 (n=374)  
 Q88. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?

# What ways of transport do the residents of Hamilton use

Almost nine in ten (88%) residents currently have access to a car, while 35% has access to a bicycle and 11% has access to a scooter.

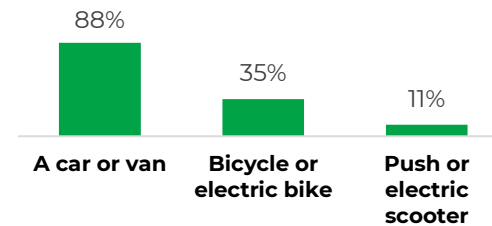
Of those who had access to these types of vehicles (e.g. car, bicycle, scooter, etc.) over the past month, most people used a car or van as a mode for transport (99%) followed by walking (43%). About a quarter of those who have access to a scooter, use this as a way of transport (27%). Similarly about a quarter uses a bicycle for transportation (26%).

Those of European ethnicity (41%) and those aged 25-49 years (43%) are more likely than average (35%) to have access to a bicycle or electric bike.

Those aged 50-64 years are more likely to have access to a car or van (95% cf. 88% overall).

Younger residents, under 25 years, are more likely than average to use *walking* as a form of transportation (66% cf. 43% overall).

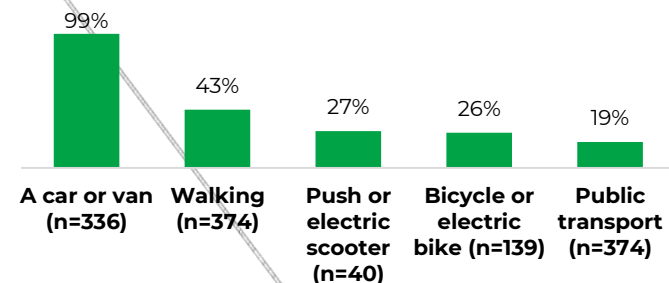
## Currently have access to...



Base: All Respondents; W5 (n=374)

Q35. Which of the following, if any, do you currently have access to (that is, you could use it whenever you choose to)

## Modes of transport used in the past month...



Base: Those who have access to each mode of transport  
Q36. Over the last month, how have you used each of the following?

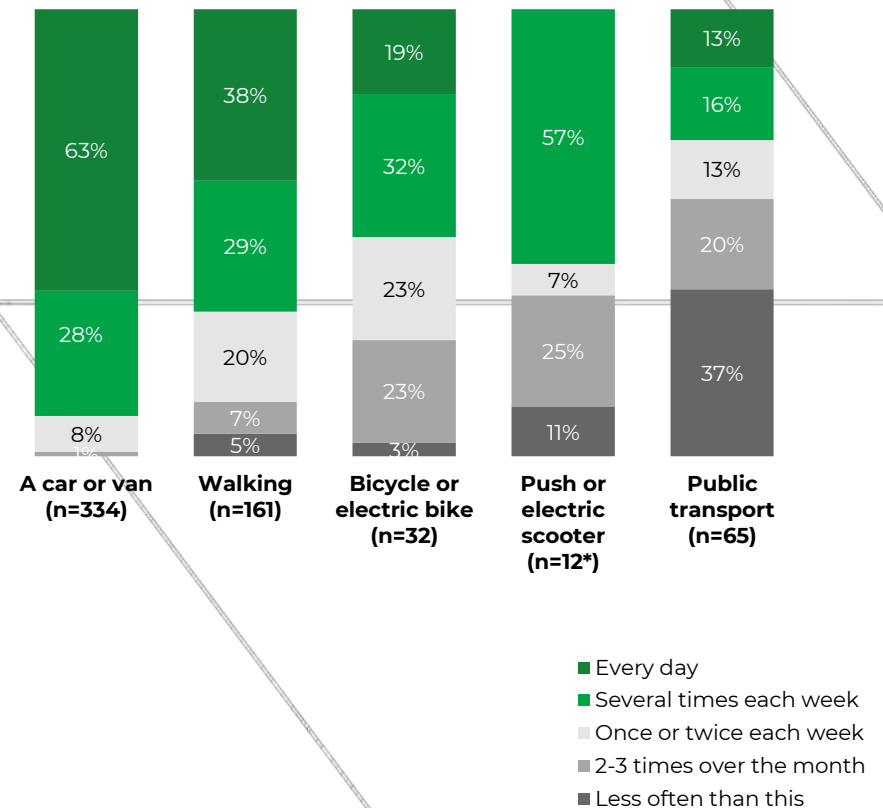
# Frequency of using modes of transport

Cars are the most frequently used mode of transport. About 99% of those who have access to a car, uses it on a weekly basis. This is followed by those who walk as a way of transportation. About 87% walk weekly to get to places.

As shown in the previous slide, only a quarter of those who have access to either a bicycle or a scooter, use it as a way of transportation. Therefore, the base sizes are small, but about three quarters use a bicycle for transportation on a weekly basis.

The Hamilton City Council is interested to measure the effect of their strategic actions to promote using active ways of transport (e.g. cycling, walking, using a scooter). Therefore, it is of interest to measure transportation behaviour of residents over time. However, this is the first measure that includes questions about transportation behaviour, hence comparison over time isn't possible yet.

## Modes of transport used in the past month...



Base: Those who use each mode as a form of transport to get to places Q37. How often in last month have you used each as a form of transport?



# Environment and sustainability

# Consideration of sustainability and the environment

Only a small portion of the population *hardly ever* or *never* considers sustainability. Residents who at least *sometimes* consider the environment, mention various ways in which they make sustainable choices.

*"Making choices about what I buy at the supermarket and how that affects our impact on the environment. I try to make sensible decisions about eliminating unnecessary plastic from Our house. I would like to see plastics which can't be recycled banned completely along with other measures to force companies to consider the environment when they sell goods. I am looking to change my car to decrease my impact on the environment with emissions and dependence on fossil fuels."*

**Considers sustainability most of the time (1)**

*"I grow my own vegetables, I shop in season, I walk where I can whenever I can to reduce carbon footprint, I reuse bubble wrap and boxes, I eat vegetarian most days, I buy second hand clothes and shoes. I'm mindful of what I buy and what I create a demand for as well."*

**Considers sustainability most of the time (1)**

*"I choose to walk a lot more and try to shop more locally e.g. the farmers market. I use reusable containers for lunches for the whole family and make a lot of body and cleaning products myself."*

**Considers sustainability a lot of the time (2)**

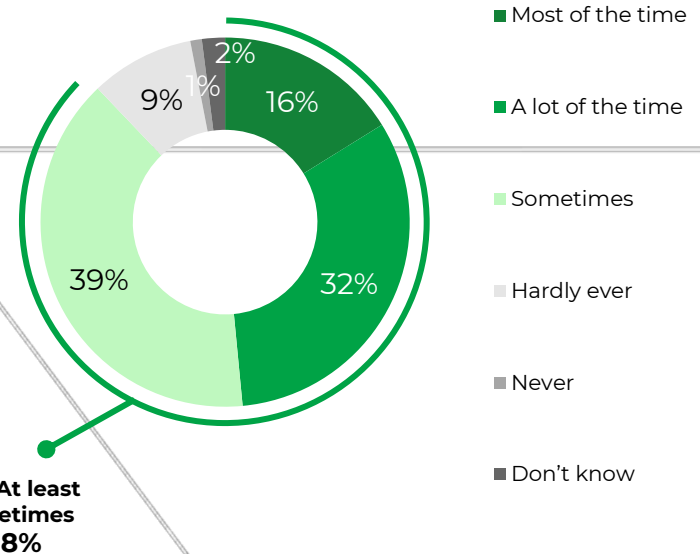
*"Don't buy unnecessary items. Don't buy processed food. Mostly home cooked meals. Look for NZ made. Carefully recycle. Careful using power and water. Insulation. Kill noxious weeds. kill pests. Encourage plants and birds."*

**Considers sustainability a lot of the time (2)**

*"I don't have enough money for this to be a big consideration in the things I do."*

**Considers sustainability sometimes (3)**

Base: All Respondents who consider sustainability at *least sometimes* (Q38); W5 (n=374)  
Q39. You said you consider sustainability and the environment <fill in answer given at previous question> when you make choices about what you do, buy or use. Please give a recent example of when you made a choice based on being more sustainable?



Base: All Respondents; W5 (n=374)  
Q38. In your daily life, to what extent do you consider sustainability and the environment when you make choices about what you do, buy or use?



# Addressing environmental or climate change issues in Hamilton

A third of residents feels that the Council addresses environmental or climate change issues by *the right amount*.

Almost a quarter answered *don't know* when they are asked how they feel about the amount of effort the Council puts into actions or initiative to address environmental or climate change. This could indicate that they are not aware of what the Council currently does to address these issues. Therefore, the Council could consider being more vocal about their actions and efforts in order to increase awareness.

Younger residents, under 25 years (17%) and residents from European ethnicity (28%) are less likely to consider the Council's efforts being *about the right amount* (cf. 32% overall).

Those aged 50-64 years are more likely to consider Hamilton City Council's efforts being *too much* (16% cf. 7%).



Not nearly enough effort

8%

Not enough effort

28%

**Net  
Not enough  
36%**

About the right amount

32%

Too much effort

5%

Far too much effort

2%

**Net  
Too much  
7%**

Don't know

24%

Base: All Respondents; W5 (n=374)

Q40. How do you feel about the amount of effort being put into actions or initiatives by the Hamilton City Council to address environmental or climate change issues in Hamilton?



# Heritage

# Connection to cultural heritage

The feeling of connection to cultural heritage varies across the population of Hamilton. About a third feels *connected*, while a similar proportion does not feel connected.

*"Grew up in Hamilton East & loved going to Church on a Sunday- felt very special. Loved the old houses in Hamilton East and when we went into town I loved the old buildings especially the ones with a date on them eg: est 1914 My grandparents were a big part of Hamilton having a furniture shop in town - I went to the same primary school as my mum & grandma!! So we have grown up with Hamilton."*

**Feels connected (4)**

*"Researched family history and visited town where family settled when they first came over to NZ."*

**Feels slightly connected (3)**

*"The fight that's going on atm about putting a sewer pipe under the bridge across the river instead alongside the river in cases of spillage or broken pipes... Our river is a life..."*

**Feels very strongly connected (5)**

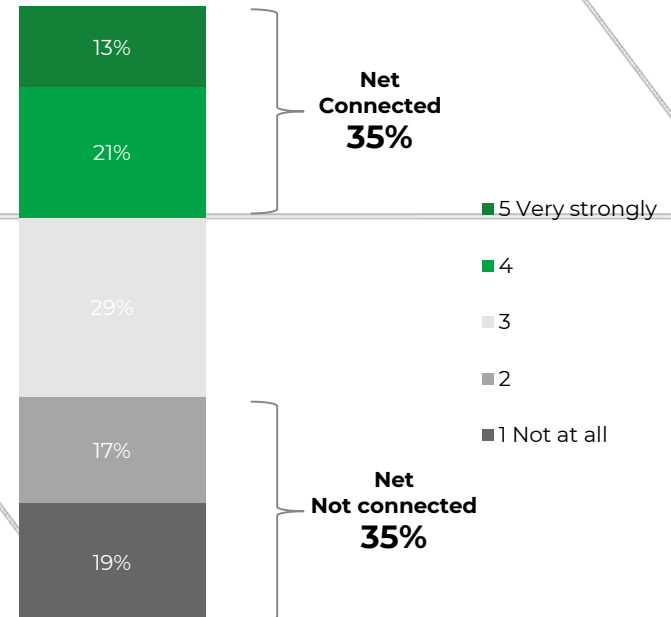
*"ANZAC Day in Hamilton. Local kapahaka group. I haven't joined it but I think I will. I am just over 40% Maori but I have a very keen interest in both Maori and English culture."*

**Feels slightly connected (3)**

*"I am a very active genealogist and historian. I feel very strongly that we should have opportunities to connect with the heritage sites and our ancestral roots wherever and whenever they may stem from. To understand the past is to know who you are now and helps you make better decisions going forward. The stories of our people are stories we can all relate to... From Ham City Libraries Heritage Floor."*

**Feels very strongly connected (5)**

Base: Those who answered 3, 4 or 5 – very strongly connected to their heritage; W5 (n=374)  
Q42. Please give a recent example of something that made you feel connected to your heritage?



Base: All Respondents; W5 (n=374)  
Q41. How strongly do you personally feel connected to your cultural heritage?



## About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NielsenIQ. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: [niq.com](https://niq.com)